



COUNTY OF ERIE

MARK C. POLONCARZ
COUNTY EXECUTIVE

April 22, 2016

Erie County Legislature
92 Franklin Street, 4th Floor
Buffalo, New York 14202

Re: Establish MIPPA/ADRC 2015-2016 grant

Dear Honorable Members:

Enclosed please find a proposed resolution and accompanying memorandum from the Department of Senior Services requesting authorization to accept \$31,930 of Medicare Improvements for Patients and Providers Act (MIPPA) grant funding, from the New York State Office for the Aging, for the period September 30, 2015 to September 29, 2016.

Should your honorable body require further information, I encourage you to contact Commissioner Randall Hoak at the Department of Senior Services. Thank you for your consideration on this matter.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Mark Poloncarz", is written over a faint, larger version of the same signature.

Mark C. Poloncarz, Esq.
Erie County Executive

MCP/bb
Enclosure

cc: Randall Hoak, Commissioner, Department of Senior Services

MEMORANDUM

To: Honorable Members of the Erie County Legislature
From: Department of Senior Services
Re: Establish MIPPA/ADRC 2015-2016 grant
Date: April 22, 2016

SUMMARY

Approve the attached resolution to accept \$31,930 of Medicare Improvements for Patients and Providers Act (MIPPA) grant funding, from the New York State Office of the Aging (NYSOFA), for the period September 30, 2015 through September 29, 2016.

FISCAL IMPLICATIONS

No additional County funds required. The grant is 100% federally funded.

REASONS FOR RECOMMENDATION

These funds will enhance the Department's outreach efforts to beneficiaries on Medicare Part D, particularly those with limited incomes or living in rural communities, improve public education efforts related to Medicare prevention and wellness benefits and benefits to reduce out of pocket health care expenses. With assistance from Dr. Louanne Bakk from the University at Buffalo's Institute on Innovative Aging Policy and Practice (IIAPP), the Department of Senior Services will identify and implement new strategies for improving public education and outreach, including direct mail to select zip codes, working with faith-based leaders, and translating existing brochures to better serve non-English speaking older adults. Dr. Bakk will work with a team of community members and leadership from the faith based community to develop and implement a series of communication pieces (i.e., advertisements, direct mail literature, and brochures) and community events that will reach older adults who have not accessed benefits and information through more traditional efforts. Compensation to IIAPP will not exceed \$7,500. The Department of Senior Services also anticipates spending up to in the following areas: \$3,000 on translation services, \$12,000 for direct mailing (including literature design) and postage and \$9,430 for advertisement to promote outreach events.

BACKGROUND INFORMATION

Through its NY Connects program and the Insurance Resource Center, the Department of Senior Services provides older adults with health insurance information and counseling to assess their health coverage needs and helps them to select the most appropriate insurance option. It also helps older adults on limited incomes to apply for benefits that reduce their out of pocket health care costs. MIPPA provides funding to broaden outreach and public education efforts that target high need populations that traditionally have had difficulty accessing such services and benefits. This includes older adults with low incomes, older adults living in rural communities, and those with limited English proficiency. To date, the Department of Senior Services has relied primarily on advertisement in weekly community newspapers for its public education and outreach. The Department is looking to increase the number of older adults it reaches by working with Dr. Bakk, an expert on Medicare benefit enrollment and author of several articles on barriers to accessing these benefits and employing a broader set of strategies than it has in the past.

CONSEQUENCES OF NEGATIVE ACTION

The Department of Senior Services would be unable to strengthen and improve the outreach of its existing health insurance assistance and NY Connects programs serving Erie County's seniors.

STEPS FOLLOWING APPROVAL

The Department of Senior Services will establish the budget for the MIPPA/ADRC grant and enter into contract with the University at Buffalo's Institute on Innovative Aging Policy and Practice.

A RESOLUTION SUBMITTED BY:
DEPARTMENT OF SENIOR SERVICES

RE: Establish MIPPA/ADRC 2015-2016 grant

WHEREAS, the New York State Office for the Aging (NYSOFA) has recently awarded the Department of Senior Services \$31,930 of Medicare Improvements for Patients and Provider Act (MIPPA) grant funds for the period September 30, 2015 through September 29, 2016; and

WHEREAS, the funds are to be utilized for the purpose of enhancing the Department's outreach efforts to beneficiaries on Medicare Part D, particularly those on limited incomes or living in rural areas of the County, as well as informing, all Medicare beneficiaries about Medicare prevention and wellness benefits; and

WHEREAS, the grant is 100% federally funded and does not require a local share; and

WHEREAS, the Department of Senior Services desires to contract, at a cost not to exceed \$7,500, with the University at Buffalo's Institute on Innovative Aging Policy and Practice, to identify and implement new strategies for improving public education and outreach; and

WHEREAS, the anticipated spending of up to \$3,000 on translation services; and

WHEREAS, the anticipated spending of up to \$12,000 for direct mailing and postage; and

WHEREAS, the anticipated spending of up to \$9,430 for advertisement to promote outreach events.

NOW, THEREFORE, BE IT

RESOLVED, the County Executive be and is hereby authorized to enter into a contract with NYSOFA to accept the MIPPA funding for the period September 30, 2015 to September 29, 2016; and be it further

RESOLVED, the County Executive be and is hereby authorized to contract with the University at Buffalo Institute on Innovative Aging Policy and Practice, at a cost not to exceed \$7,500; and be it further

RESOLVED, the County Executive be and is hereby authorized to enter into contracts and amendments with NYSOFA and the University at Buffalo Institute on Innovative Aging Policy and Practice to effectuate adjusted funding levels; and be it further

RESOLVED, that the budget for the 163MIPPA/ADRC1516 grant, be established as follows:

REVENUE		INITIAL BUDGET
Account	Description	
414000	Federal Aid	<u>\$31,930</u>
	TOTAL	<u>\$31,930</u>

APPROPRIATION		INITIAL BUDGET
Account	Description	
516020	Professional Services & Fees	<u>\$31,930</u>
	TOTAL	<u>\$31,930</u>

and be it further

RESOLVED, that, the Director of Budget and Management is hereby authorized to adjust the budget as required to comply with the NYSOFA approved funding levels; and be it further.

RESOLVED, that certified copies of this resolution be forwarded to the County Executive Office, the County Attorney, the Division of Budget and Management, the Comptroller's Office and the Department of Senior Services.